

Amendments To The Abstract

Clean Version

Please replace the Abstract of the Disclosure with the following paragraph:

A system for determining an interested field of an Internet user, attracting advertisements from sponsors according to the user's interest, and providing advertisements to the user via the Internet includes a keyword database for recording multiple keywords, keyword type information, predetermined reference information for the type information, and advertisement list information including the number of advertisement files including the keyword. A user event is received and a keyword is recorded as history data corresponding to the event. Keyword type information is searched using a keyword database and reference information of the type information is searched. The keyword is determined an interested field of the user according to the reference information. An advertisement file is generated including the interested field keyword. The number of advertisement files is updated in the advertisement list information in the keyword database and advertisement information is generated including the keyword and the updated advertisement list information.